

VICTORIA UNIVERSITY OF BANGLADESH

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Final Exam

Subject: Community and Cultural Issues in Tourism

(TMGT - 301)

Program – BTHM

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ANS.TO.THE.Q.NO.01

Tourism creates jobs, new business opportunities, and strengthens local economies. It protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions.

Economic Benefits of Cultural Heritage Tourism

- Injects new money into the economy, boosting businesses and tax revenues.
- Creates new jobs.
- Funds new businesses, events and attractions, helping diversify the local economy.
- Supports small businesses, including artists, local guides, educators.

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The National Trust for Historic Preservation defines heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” A high percentage of domestic and international travelers participate in cultural and/or heritage

- Sat Gambuj Mosque.
- Khan Mohammad Mridha Mosque.
- Bara Katra.
- Lalbagh Fort.
- Chhota Katra.
- Shahbaz Khan Mosque.
- Musa Khan Mosque.
- Northbrook Hall.

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Community-based tourism (CBT) refers to tourism experiences hosted and managed by local communities which generate direct economic benefits and are sustainable and responsible.

Examples of community-based tourism experiences

- Cooking and tasting local food.
- Visiting a local market.
- Walk through the village.
- Working on the field.
- Experiencing the coffee process.
- Fishing or sailing with locals.
- Biking tour around the village.
- Handcrafting or painting.

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Hence, cultural tourism product can be defined as anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants by using the cultural tourism resource as basis.

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor.

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Cultural tourism is important for many reasons. Perhaps the most prominent reason is the social impact that it brings. Cultural tourism can help reinforce identities, enhance

cross cultural understanding and preserve the heritage and culture of an area.

ABSTRACT. Cultural tourism is the idea that a place's cultural perception has enough value to make it a destination for travel. Communities characterized by a high level of cultural development are usually associated with a high level of satisfaction about living conditions and wealth.